

Message Text

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AMEMBASSY BELGRADE

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UNCLAS VIENNA 2650

FOR DIBA/OIM/SAD FROM DONOHUE AND BEWT

EO 11652: NA

TAGS: BEXP, AU, YU, PO

SUBJECT: US BIOMEDICAL TRADE MISSION TO AUSTRIA MAR 19-24, 1974

1. COMPLETED AUSTRIAN VISIT AND DEPARTED FOR YUGOSLAVIA.
ALL MISSION MEMBERS WELL SATISFIED WITH STATED OBJECTIVES AND
PRAISED PROGRAM ARRANGED BY ADVANCE OFFICE AND POST.
2. PRESENTATION AT EWTC BROUGHT OUR REPRESENTATIVE GROUP OF
BUYERS. ABILITY OF FOUR OF SIX MISSION MEMBERS TO SPEAK
GERMAN PROVED MOST HELPFUL. FACILITIES AT TRADE CENTER WERE
EXCELLENT AND COOPERATION OF ENTIRE STAFF OUTSTANDING. ALL
INDIVIDUAL APPOINTMENTS WERE DEPT BY BOTH PARTIES.
3. RECEPTION AT AMBASSADOR'S HOME HOSTED BY ECONOMIC COUNSELOR
BARDACH WELL DONE WITH GOOD GROUP OF AUSTRIANS TURNING OUT.
MEMBERS IMPRESSED AT ORGANIZATION AND STYLE.
4. MISSION VISITED TWO LARGE GENERAL HOSPITALS AND SPENT
PROFITABLE TIME IN DISCUSSIONS WITH DIRECTORS AND THEIR STAFFS.
UNUSUAL OPPORTUNITY TO REVIEW THEIR BUYING PLANS AND FUTURE
ACTIVITIES. MEMBERS WERE MOST PLEASED WITH VISIT TO ALLGEMEINE
UNFALLVERSICHERUNGSANSTALT, A LARGE MEDICAL INSURANCE COMPANY
WHICH OPERATES ITS OWN HOSPITALS.

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5. MISSION MEMBERS VIEW THEIR BEST CHANCES FOR FUTURE SALES
WITH THIS GROUP. MISSION VISITED MINISTRY OF HEALTH WHERE

THEIR OFFICIALS BRIEFED MEMBERS ON HOSPITAL PLANNING AND
FINANCING AND IMPLEMENTATION OF MASS EXAMINATION PROGRAM.

6. AUSTRIAN MARKET SEEN AS SMALL BUT WORTH EFFORT TO CULTIVATE.
GERMANY IS THE BIG COMPETITOR. MEDICAL EXPANSION MUST COME
FROM GOVERNMENT APPROPRIATIONS WHICH CAN BE UNCERTAIN.
KLASSEN OF SEARLE MEDIDATA ANTICIPATES 500 THOUSAND DOLLARS
SALES IN NEXT 12 MONTHS.

7. DIRECTOR WISHES TO THANK CONTROL OFFICER LILL AND HIS COM-
PETENT ASSOCIATE JOAN CORBETT FOR MAKING OUR AUSTRIAN VISIT
EFFECTIVE AND PLEASANT. HUMES

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